# Automotive News

Detroit, March 30, 1981

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## For sun and sky

***Prelude for summer days***

The Honda Prelude Solaire is a convertible from Solaire Corp., Santa Ana, Calif., available only through participating Honda dealers. It features a manually operated convertible top of sailcloth, structural reinforcement, choice of rear seat or parcel shelf and 24/24 warranty. Suggested dealer retail price is $14,000.

### Extended talks bring no decision on imports

# U.S., Japan keep waltzing

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The Reagan Administration, trying to come to grips with what to do about the Japanese auto import situation, decided to talk about it some more last week but include the Japanese this time.

The decision came following two days of meetings between President Reagan, high Administration officials and Japanese Foreign Minister Masayoshi Ito.

Administration sources said the content of those meetings centered mainly on the U. S. briefing the Japanese on the domestic auto situation and what the Reagan Administration planned to do about it and not on "jawboning the Japanese to limit their exports here."

President Reagan did not press the Japanese foreign minister to adopt specific "voluntary" limits on Japanese auto exports to the U. S., they said. Rather, they said, he made Ito aware of the current political situation here and warned that if there were no movement by Japan on this issue, Congressionally mandated import quotas might become a reality. He told Ito it would be difficult for him to veto such legislation, they said.

Both parties agreed after the meetings that it is their "major objective to preserve the principle of free trade." To that end they said further talks would go on in both Washington and Tokyo on the subject, with the hope of resolving the issue before Japanese Prime Minister Suzuki visits Washington early in May.

• According to Foreign Ministry Spokesman Taizo Watanabe, the areas to be discussed are "the extent of the public opinion situation in both countries, what the U. S. plans to do domestically in response to the situation and the legal considerations which exist on both sides."

Expected to lead the talks for the U. S. is Robert Hormats, assistant secretary of state-designate for economic affairs, reflecting the recent move by the State Department into the auto import problem. Transportation Secretary Drew Lewis, heading up the Reagan Administration Auto Task Force, also will participate.

On the Japanese side, the minister of external trade, Saburu Okita, will lead negotiations.

Though the Reagan Administration has not indicated publicly what it expects of the Japanese by way of concrete reductions in the number of cars being sent here, there was at least one report last week that a target of 1.6 million units will be set.

In return, however, the Japanese are expected to demand that the Administration make it publicly clear it does not hold the Japanese responsible for the decline of the U. S. auto industry and that the future of the industry lies in the auto workers and auto companies putting their own houses in order.

"It is unfair to blame Japan for this situation," Watanabe said. "Japanese imports are not the cause of the American industry's problems, but the result of consumer preference for better-quality cars at a reasonable price."

Japanese auto exports to the U. S. ran at approximately 1.9 million last year, but this year will be pared to 1.8 million, according to the projection of the Japanese manufacturers.

Nonetheless, large factions in Congress are pressing for a rollback to as low as 1.4 million units for up to five years to give the domestic industry "breathing room" to come up with suitable competitors to the Japanese models.

The Administration until recently had been sharply divided on the import restrictions issue but then coalesced on the present position of urging the Japanese to take prudent action in light of the present situation.

Ito told reporters at a luncheon that it would be hard for him to order his companies to hold back shipments to the U. S. in light of the International Trade Commission's 3-to-2 ruling that imports were not the primary cause of the U. S. industry's problems.

That does not sit well with Senator John Danforth, the Missouri Republican and author of legislation limiting Japanese imports to 1.6 million units an-

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### After two years of drifting

# Rebates push car sales to record

By Jenny L. King
Staff Writer

Two years of almost uninterrupted domestic auto sales declines were abated this month with strong early-March returns followed by a surprise record total for the middle 10 days.

U. S. auto makers opened their showroom doors and their rebate books to a flood of customers and retailed a record 326,093 new cars March 11-20.

Sales leaped 30.33 percent both on a year-to-year and daily rate basis. It was the biggest gain in exactly three years: The mid-March, 1978, increase was 36.29 percent. Sales a year ago for the period numbered 250,-198.

It was also a time for records —for make sales, for nameplate sales, for corporate sales. General Motors enjoyed a record 219,467 total passenger-car sales, up an astounding 52.01 percent over 144,376 a year ago. Buick and Oldsmobile set period records, and Buick established an any-period high as well.

GM's "Let's Keep America Rolling" corporate-wide rebate program pushed Pontiac's Phoenix and Grand Prix nameplates to record period sales, and Chevrolet reported record sales for Citation and Chevette for the combined first and second March periods.

Chrysler Corp. sales climbed a healthy 18.08 percent, while its combined K-car sales set a period record. Chrysler reported total sales of 32,618, up from 27,624 last year.

Ford Motor Co. failed to reach its year-ago level, dropping 8.07 percent to 61,140 from 66,504. Ford, like its U. S. competitors, offered rebates on new models, ranging from a few hundred dollars to over a thousand dollars this year, but it wasn't incentive enough to bring in the number of customers Ford's rebate program did for the period a year ago.

Volkswagen of America reported sales of 5,468 Rabbit sedans, down 17.34 percent from 6,494 last year. American Motors estimated sales for mid-March numbered 7,500, up 44.23 percent over 5,200.

• General Motors, with its 52,-percent sales increase, helped itself to 67.30 percent of the domestic new-car market, the largest piece it has had so far this year. That was up from 57.70 percent in 1980.

Ford Motor's share diminished to 18.75 percent from 26.58 percent in 1980. Chrysler Corp. dropped to 10.00 percent from 11.04 percent. AMC's estimated share was 2.30 percent, up from 2.08 percent, and VWoA earned 1.65 percent, down from 2.60 percent.

Seven Big Three makes lined up on the plus side in sales, while four were down from year-ago levels. Buick topped the winners with a 100-percent sales jump, to an any-period high of 42,091 from 21,044 last year. Chevrolet was up 58.88 percent, to 97,929 from 61,638. Plymouth climbed 46.99 percent, to 15,069 from 10,252; Oldsmobile

Continued on Page 57 ,Col. 1

# Miller plea: Hold line on prices, keep rebates

RENO. — NADA President Wendell H. Miller pleaded with U. S. vehicle makers to hold the line on prices through the 1981 model year and, at the same time, to continue rebate programs but on a non-participating basis.

Miller launched his appeal in the wake of a 10-day period which saw new-car sales zoom to record heights, interrupting months of dreary doldrums. Industry analysts generally credited widespread rebate programs for the surprising retail totals.

In effect, the sales results proved that price concessions move cars. Whether Miller will be successful in his appeal should become evident in short order.

Three years ago, General Motors began boosting new-car prices regularly every 90 days. A new round of GM hikes is due this week, in keeping with that schedule. However, if GM does raise prices it may wait until the current rebate program ends April 4.

Miller, in a speech prepared for delivery at the American Truck Dealers convention today, said dealers are deeply concerned that the removal of the temporary price reduction and the apparent slower - than - expected improvement in the national economy will drop auto sales back to previously low levels.

In his remarks to the ATD audience, Miller recalled that in February NADA directors had notified the domestic manufacturers that "a primary reason for the stagnant new-car and truck market" was that prices were simply too high.

Dealers did not get the per-

Continued on Page 62, Col. 1

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# breaking news

### Sales record at GM costs $85 million

DETROIT.—General Motors set a sales record for mid-March, but it was a costly one. AUTOMOTIVE NEWS estimates the corporation paid about $50 million in rebates on cars sold during the period. In addition, it cost GM dealers about $35 million for their share of the rebates. Some 65 to 70 percent of the 219,467 GM cars sold from March 11-20 were covered by rebates of $500 and $700. GM paid $300 of the $500 and $400 of the $700, with the dealers paying the rest.

### Honda eyes Australian assembly

SYDNEY, Australia. — Honda reportedly has held talks with Leyland Australia with the aim of assembling Honda cars at the Leyland truck plant here. Honda wants to raise sales above the present level, dictated by quota. The Australian Government reportedly is opposed to any Honda-Leyland deal.

### Farrar leaves American Warranty

LOS ANGELES. — Jerry Farrar, who founded American Warranty Corp. in 1974, has left that company to form Con-

See BREAKING NEWS, Page 63, Col. 1

# Volvo trucks staying in U.S., importer says

By Jack Walsh
Truck Editor

ROCKLEIGH, N. J.—Daimler-Benz' bid to acquire Freightliner Corp. in no way means that Volvo will be abandoning the big-truck market in the U. S., it was emphasized here by Bjorn Ahlstrom, president, Volvo of America.

"We were surprised to hear of the Daimler-Benz move, but we do not intend to let it interfere with our truck business in the U. S.," he said.

"There isn't much that we can say about what we will do until a Daimler-Benz deal for Freightliner is finalized," Ahlstrom added. "However, Volvo still is the 'importer of record' and we plan on staying in the U. S."

He said the company has assured Volvo dealers and users that it will continue to provide vehicles and service and parts support.

Ahlstrom indicated that his "emphatic" statement that Volvo will remain in the U. S. truck market was in response to reports that another truck importer has said or implied that Volvo trucks may be available at "fire-sale" prices on the assumption that the Volvo line will be discontinued in the U. S.

"We want to reassure anyone who is apprehensive about our future intentions," he said.

Volvo trucks were re-introduced in the U. S. in the mid-70s and marketed by a division of Volvo of America until 1979, when Freightliner took over the distribution through its dealer network.

There have been reports that Volvo will follow the lead of Mercedes-Benz of North America in assembling the trucks in the U. S., importing the semi-knocked-down components from Sweden and competing production in a plant it owns in Chesapeake, Va.

Since last spring, Mercedes-Benz has been importing SKD units from Brazil and assembling them in a facility in Hampton, Va.

Commenting on this report, a

Continued on Page 9, Col. 1

***Silver anniversary***

**Joseph C. Gentile Sr., second from left, of Superior GMC Trucks, Inc., Orlando, Fla., is presented with a plaque commemorating 25 years of sales and service by John Tipton, GMC district manager for the Atlanta zone. Also attending were Hugh Surratt, left, GMC Southern regional manager, and Fred Tobias, right, GMC's Atlanta zone manager.**

# Air-disk brake offered by Eaton for heavies

GALESBURG, Mich.—A new air-disk brake for heavy trucks and trailers has been introduced by the Brake Division of Eaton's Truck Components Group.

Featuring internal self-adjustment, the new brake can be relined in less than two minutes and offers weight savings of up to 45 pounds per wheel end, according to Jim Pruneski, division general manager.

"Time and weight are two very valuable commodities to the truck user of the '80s," he said. "This brake offers savings in both."

The compact design of the new brake, he noted, allows relining without removing or repositioning the caliper or the disk.

"We wanted to minimize maintenance time for this brake and made this a key goal in our design approach," he said.

The brake has a ventilated disk which is designed to help it run cooler. As a result, Pruneski said, Eaton air-disk brake linings will last up to 39 percent longer than comparable drum-brake linings.

"The increased lining life is another way we're helping to keep the truck on the road," he said.

"As fuel prices continue to rise, the truck user must respond by increasing payload and saving fuel," Pruneski observed. "With weight savings of 45 pounds per wheel end, up to 180 pounds can be saved on a tandem axle.

"This weight is especially important for those users who operate at maximum gross weights, and can only carry more cargo by decreasing the weight of the truck. For others, the weight savings can contribute to fuel conservation. Eaton's new air-disk brake can be used in drive and trailer axle applications," Pruneski explained.

# Low cabover is introduced by International

CHICAGO. — International Harvester has announced a new model of its COF-5370 LFE (low front entry) heavy diesel truck which it said combines the maneuverability, visibility, and easy-driver entry/exit of a cab-over body with the ruggedness of an on/off highway construction truck chassis.

The 6x4 truck was introduced in 1977 and has become a workhorse in such severe service applications as refuse and liquid bulk hauling.

"We are offering this new model to provide severe service users with the most comfortable and attractive unit possible, while giving them the proven strength and dependability of the basic truck design," said J. H. Coonen, marketing planning manager for the Heavy Truck Division.

Features of the new model include:

Relocation of the air reservoir to accommodate virtually all packer bodies and lift mechanisms.

Adjustable cap steps that are two inches wider, providing an increase of 32 inches in step area. These steps also are closer to the ground—from 21.5 inches to 27.75 inches, depending on tire size and suspension capacity—and feature an open grating to minimize snow and ice buildup.

Interior and exterior grab handles, and a 90-degree opening door further enhance ease of entry.

An attractively-styled exterior, which features a new low-

Continued on Page 46, Col. 1

***IH workhorse is updated***

**A new version of International's low cabover heavy truck for refuse and other severe service applications features redesigned cab steps, right side visibility window, an electrical system that uses circuit breakers rather than fuses and a driver's convenience console.**

# truck industry news

**It's first time since late in '78**

# Chevrolet regains lead in truck registrations

Chevrolet has regained leadership over Ford in new-truck registrations for the first time since November, 1978, but the margin for the first month of the new year was less than 150 units.

According to R. L. Polk & Co. statistics, Chevrolet's January registrations totaled 52,625 units, compared with 52,479 for Ford. It marked the first time since 1977 that Chevrolet has started the year in the No. 1 spot.

During the month, industry tallies totaled 161,508 units, a decline of 30.8 percent from last year's 233,277. There were no figures this year from Oklahoma, as usual, Maine, New Hampshire and Hawaii. A year ago, only the Oklahoma count was missing.

**Table on Page 46**

Registrations in January were down from a year ago in all three market segments, with the heavies showing the biggest setback from a percentage standpoint. Group 3 was the only one of the eight with a total higher than last year.

Heavies dropped 31.9 percent, from 17,206 units in the first month of 1980 to 11,720. The Group 8 tally of 6,584 units was 37 percent lower than the year-ago 10,443, while Group 7 was off 24.1 percent, from 6,763 in 1980 to 5,136.

In January, 145,073 light trucks were registered, a decline of 30.8 percent from the year-ago 209,744 units.

The Group 3 count was up 62.6 percent, from 794 units a year ago to 1,291. Chevrolet accounted for 1,257 of the total, and Dodge had the remaining 34.

Group 2 registrations plunged

Continued on Page 46, Col. 2

# HD leadership again achieved by International

For the first time since the first month of 1980, International again is atop the field in registrations of heavy trucks.

In January, 1981, according to R. L. Polk & Co. statistics, 3,046 new Groups 7 and 8 International trucks were registered in the U. S., compared with 2,507 for Ford, which had been No. 1 from February through December last year.

International, which had lost its perennial leadership in heavy-truck tallies because of a six-month strike which did not end until April, 1980, accounted for almost 26 percent of the industry's 11,720 registrations in the first month of the new year.

An improvement of 4.41 per-

Continued on Page 46, Col. 2

## U. S. TRUCK REGISTRATIONS

**JANUARY, 1981 VS. 1980★**

Based on R. L. Polk & Co. statistical report

| | Jan., 1981 | Percent Share of '81 Market | Jan., 1980 | Percent Share of '80 Market | Pct. Pt. Change, '81-'80 |
|---|---|---|---|---|---|
| Chevrolet | 52,625 | 32.58 | 73,255 | 31.40 | + 1.18 |
| Ford | 52,479 | 32.49 | 75,167 | 32.22 | + 0.27 |
| GMC | 11,668 | 7.22 | 18,332 | 7.86 | − 0.64 |
| Dodge | 11,329 | 7.02 | 18,772 | 8.05 | − 1.03 |
| International | 5,417 | 3.35 | 6,893 | 2.96 | + 0.39 |
| Jeep | 4,266 | 2.64 | 8,890 | 3.81 | − 1.17 |
| Mack | 1,500 | 0.93 | 1,871 | 0.80 | + 0.13 |
| Plymouth* | [illegible] | 0.84 | 2,253 | 0.97 | − 0.13 |
| Kenworth | [illegible] | 0.50 | 1,122 | 0.48 | + 0.02 |
| Freightliner | 516 | 0.32 | 974 | 0.42 | − 0.10 |
| Peterbilt | 384 | 0.24 | 711 | 0.30 | − 0.06 |
| White | 240 | 0.15 | 484 | 0.21 | − 0.06 |
| Autocar | 94 | 0.06 | 150 | 0.06 | ..... |
| Volvo | 94 | 0.06 | 81 | 0.03 | + 0.03 |
| Western Star | 50 | 0.03 | 65 | 0.03 | ..... |
| Diamond Reo | 3 | ..... | 3 | ..... | ..... |
| Miscellaneous** | 18,687 | 11.57 | 24,254 | 10.40 | + 1.17 |
| TOTALS | 161,508 | 100.00 | 233,277 | 100.00 | ..... |

★—No registrations for Oklahoma, 1981 and 1980; Maine, New Hampshire and Hawaii, January, 1981; Hawaii, January, 1980.

## U. S. HEAVY DUTY REGISTRATIONS

**JANUARY, 1981 VS. 1980★**

Based on R. L. Polk & Co. statistical report

| | Jan., 1981 | Percent Share of '81 Market | Jan., 1980 | Percent Share of '80 Market | Pct. Pt. Change, '81-'80 |
|---|---|---|---|---|---|
| International | 3,046 | 25.99 | 3,707 | 21.58 | + 4.41 |
| Ford | 2,507 | 21.39 | 3,426 | 19.94 | + 1.45 |
| GMC | 1,543 | 13.16 | 2,615 | 15.22 | − 2.06 |
| Mack | 1,428 | 12.18 | 1,870 | 10.89 | + 1.29 |
| Chevrolet | 811 | 6.92 | 1,744 | 10.15 | − 3.23 |
| Kenworth | 805 | 6.87 | 1,115 | 6.45 | + 0.38 |
| Freightliner | 516 | 4.40 | 974 | 5.67 | − 1.27 |
| Peterbilt | 384 | 3.28 | 708 | 4.12 | − 0.84 |
| White | 240 | 2.05 | 484 | 2.82 | − 0.77 |
| Autocar | 94 | 0.80 | 150 | 0.88 | − 0.08 |
| Volvo | 93 | 0.79 | 81 | 0.47 | + 0.32 |
| Western Star | 50 | 0.43 | 65 | 0.38 | + 0.05 |
| Diamond Reo | 3 | 0.03 | 3 | ..... | + 0.03 |
| Miscellaneous | 200 | 1.71 | 238 | 1.39 | − 0.32 |
| TOTALS | 11,720 | 100.00 | 17,180* | 100.00 | ..... |

★—No registrations for Oklahoma, 1981 and 1980; Maine, New Hampshire and Hawaii, January, 1981; Hawaii, January, 1980.
*—Breakout of January 1980 registrations do not include 26 units registered in Hawaii.

Automotive News EXTRA
MARCH 30, 1981

# ATD SHOW

## Better day ahead, industry bosses say, despite current problems

# Big-truck sales gains expected in second half

By Jack Walsh
Truck Editor

Modest gains in big-truck sales, mediums and heavier, are anticipated by truck-industry executives in 1981, but the turnaround in the downturn isn't likely until the second half.

Even greater increases are predicted for 1982 and the remainder of the decade in spite of the fact that the industry is facing challenges greater than it has faced in recent history.

Martin D. (Skip) Walker, president, Rockwell International's Automotive Operations, noted that the industry is facing major challenges on every side.

"Government regulation, competitive pressure, higher equipment and operating costs and deregulation will drive technological change and will dominate the industry over the next few years," he said.

Walker said Rockwell research indicates that North American factory sales of Class 8 trucks in 1981 should increase by about 25 percent over 1980 to 163,000 units, with an 11 percent gain for Class 6 and 7 units to 185,000 units.

"However," he added, "should the March retail sales numbers again prove disappointing, we may have to revise our forecast down. Our worst-case forecast for 1981 is still 15 percent over 1980 in Class 8 trucks."

An upturn in the final six months of the year also is anticipated by James T. Riley, general sales manager, GMC Truck & Coach Division.

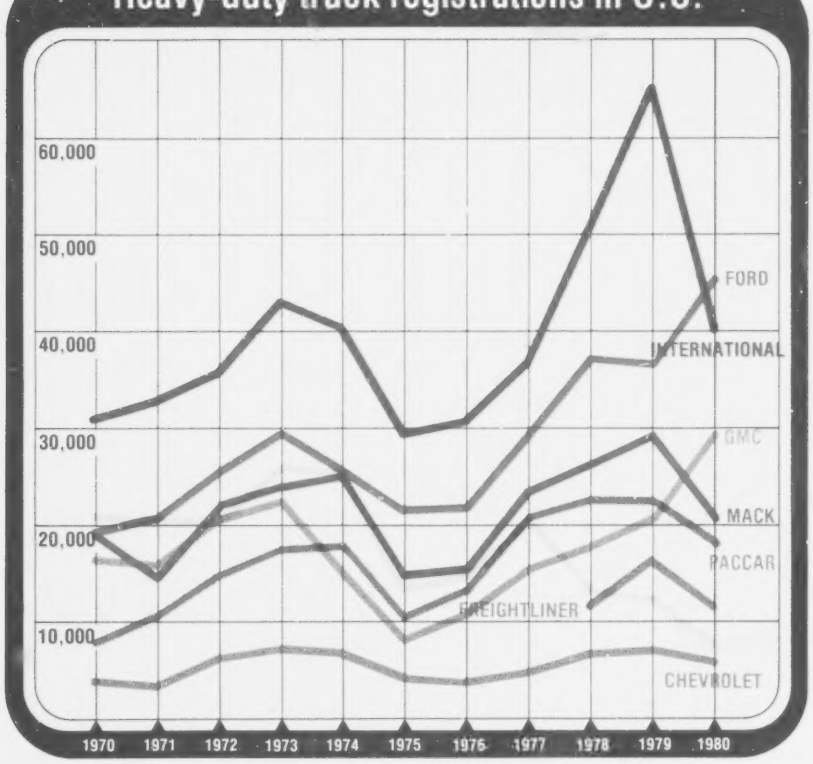
"We believe industry sales of medium and heavy trucks during the 1981 calendar year will approximate the 270,000 units sold in 1980, as the economy improves, particularly in the third and fourth quarters," he said.

Raymond S. Reardon Jr., president, IVECO Trucks of North America, Inc., importer of Magirus mid-range and IVECO light diesel trucks, noted that "if the projected cuts in government spending are fact by August, the prime rate may fall somewhat, but not below 14.5 or 15 percent by year-end."

On this basis, medium truck sales will total almost 120,000 units in 1981, he said, a slight improvement from last year's 112,000. Key to the

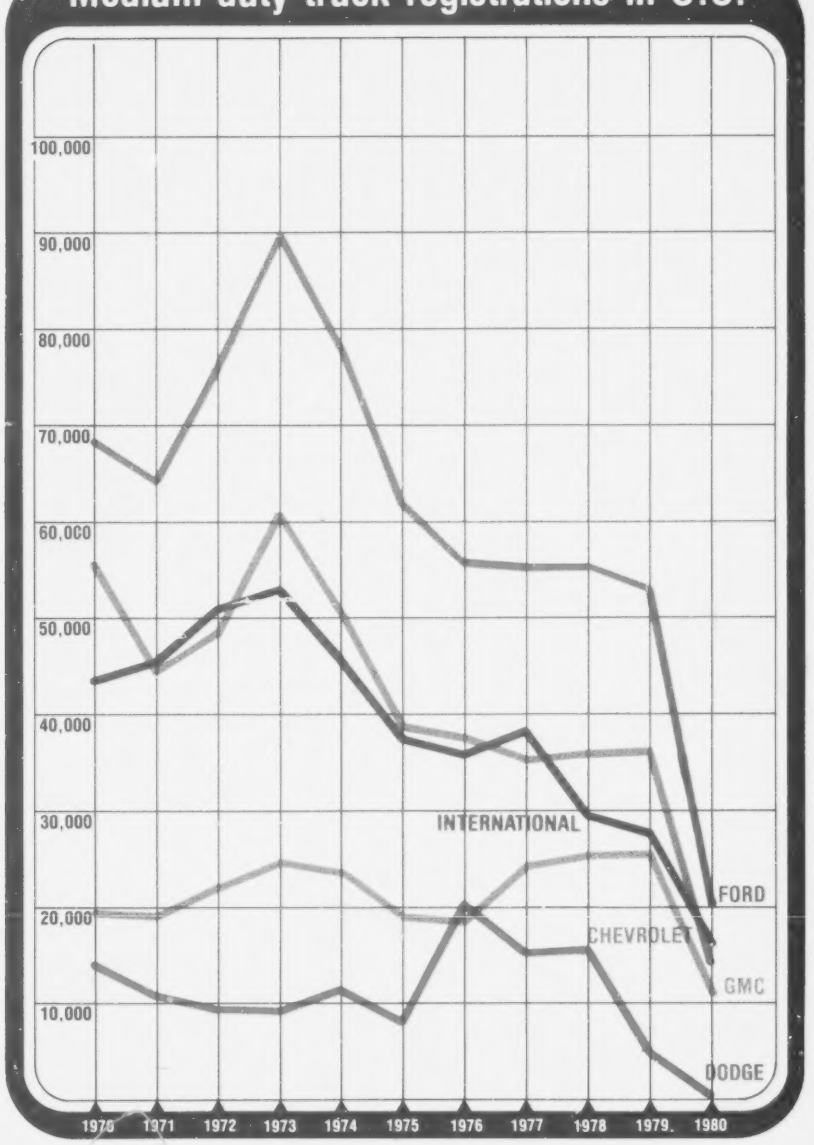
Continued on Page E-16, Col. 1

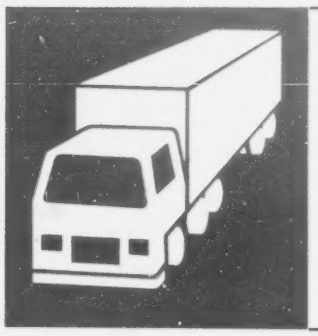
### Heavy-duty truck registrations in U.S.




• Mack includes Brockway • PACCAR includes Kenworth and Peterbilt • White includes Freightliner until 1977 26,001 lbs. GVW & over

### Medium-duty truck registrations in U.S.



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# Industry bosses predict gains in big-truck sales this year

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increase, he added, will be growing interest in diesel power.

"The switch to fuel-and-maintenance-saving mid-range diesels is sure to gain momentum this year," Reardon said, "especially if the recent decontrol of oil prices and other measures push gasoline close to $2 a gallon.

"More than 65,000 mid-range diesel trucks will be sold in the U. S. in 1981, up from almost 55,000 in 1980 and only 15,000 in 1974," he added.

Reardon also sees the diesel trend spreading into the lower weight groups in 1981. IVECO currently markets a Class 2 diesel chassis in the U. S., and he sees a "considerable diesel market" developing in Classes 3, 4 and 5.

"But it will be two or three years before this (Classes 3-5) market develops meaningful unit volume," he said. "As it grows, however, the trend to diesel power will emerge quickly.

"The ability of dealers to provide light-duty diesel trucks will be a significant factor in their ability to survive the prolonged sales slowdown the industry now faces," he added.

Walter Bodack, commercial vehicles vice president, Mercedes-Benz of North America, said fuel prices and diesels are key factors in the outlook for trucks in the Class 6 and 7 market during the 1980s.

"There has been a slackening of Class 6 truck sales during the past year due to high interest rates," Bodack said. "But this is generating a pent-up demand by businesses which need trucks for their pickup-and-delivery operations."

Bodack said he expects the Class 6 and 7 diesel market to increase by approximately 10 percent in 1981.

"As a group," he added, "these trucks exceeded 30 percent diesel penetration last year and we expect, due to economic pressures, this trend to further dieselization to continue during 1981."

He said a sharp increase in Mercedes retail sales in the first two months is "evidence that there is increased interest in diesels in this weight range."

Chevrolet will be ready for the diesel surge in light trucks predicted by IVECO's Reardon. Its new 6.2-liter diesel will be available this fall in most of its light trucks, and, according to J. C. (Jim) Perkins, Chevrolet truck sales manager, also could be offered in medium trucks up to the low end of Class 6.

He said the fastest-growing segment of the industry during the next five years will be the diesel - powered medium truck, and added that Chevrolet is making service a reason to buy in the diesel market.

"Chevrolet is planning for continued diesel popularity by making sure there is qualified dealer sales and service availability," he said. "Chevrolet has introduced a number of training programs designed to train diesel salesmen and service technicians."

White Motor Corp., according to Mark J. Obert, Truck Operations marketing vice president, "is forecasting increases in U. S. registrations and retail sales of Class 8 trucks in the neighborhood of 8 percent in 1981. Further improvement should be seen in 1982."

One of the greatest challenges facing the industry, he said, is the maintenance of a strong distribution system in the face of a changing and currently soft market and high interest costs.

"At White," he continued, "we see our dealers as the critical link in our distribution channel and we are working very hard to be responsive to their needs and to enable them to identify and serve all segments of the heavy-truck market with a broad product line."

GMC's Riley said the 1980s will be a decade of worldwide truck growth, and added that "overseas markets for big trucks will expand during the next 10 years, particularly among developing nations and the sales opportunities for American truck manufacturers will be abundant."

He said there will be continued emphasis on fuel efficiency and driver environment, and that manufacturers will strive for more efficient vehicle aerodynamics and look for more and better ways to reduce vehicle weight while maintaining optimum payload capacity.

Riley called the recent one-year postponement of the 80-decibel noise standard "perhaps a signal from Washington that a closer look will be given to pending and future federal regulations in the years ahead with respect to their cost effectiveness and if so, it will be a welcome relief to the industry."

With deregulation, said Rockwell's Walker, the trend is to large truck lines, but he added that this will probably increase demand for feeder lines to key traffic centers.

"This feeder-line business is a potential market for medium trucks," he noted. "Furthermore, the dieselization of the Class 6 market also will persuade some users to re-equip earlier than they otherwise might."

Walker said he also expects a slowdown in the trend in which the trucking industry has been increasing its share of freight hauling at the expense of railroads for the past few decades.

"Trucking is maturing and there simply isn't much railroad freight left that is suitable for trucks," he added. "Also, some railroads are becoming more competitive in pricing and service."

Mercedes-Benz' Bodack said he is watching for possible congressional action which could change the depreciation schedules on capital goods and provide a more generous investment-tax credit.

"Either or both of these actions could be a major stimulus for the entire truck market," he said. "Such action would use free-enterprise incentives to give the truck market a significant push."


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**1980 new-car total**

# Import registrations hit record 2.4 million

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars in December were only the second best in history for that month, but it was more than enough to push the 1980 total to the highest level ever, according to figures compiled by R. L. Polk & Co.

New import registrations in 1980 totaled 2,469,180, up 5.02 percent from the previous record of 2,351,053 set in 1979.

Total import registrations in December were 187,745, down 5.67 percent from the record 199,026 December tally a year earlier. Record monthly totals were posted in six months of 1980—January, February, March, August, September and November. The other six months were second best.

Imports accounted for 28.18 percent of total U. S. registrations in 1980, compared with 22.70 percent the preceding year.

In December, imports accounted for 26.41 percent of the market, up from 23.81 percent a year earlier.

• Compared with the preceding year, four of the five leading Japanese makes improved their import market shares.

Toyota took 22.68 percent of 1980 import registrations, up 2.81 percentage points, while second-place Datsun accounted for 20.49 percent, up 1.58 points.

Mazda garnered 6.47 percent of the import market, up 0.20 of a point, and Subaru took 5.10 percent, up 0.92 of a point. Only Honda among the Japanese top five was down, dipping 0.18 of a point to 14.23 percent.

Volkswagen accounted for 10.34 percent of import registrations, down 1.89 points. Fiesta was down 0.52 of a point to 2.75 percent and Volvo dipped 0.08 of a point to 2.21 percent.

The top 10 imports in 1980 accounted for 88.58 percent of import registrations, up 2.12 percentage points from the preceding year. In December, the top 10 accounted for 89.99 percent, up 2.60 points.

• By country of origin, the Japanese makes accounted for 74.10 percent of import registrations in 1980, up from 69.90 percent in 1979.

Registrations by country of origin in 1980 compared with 1979 were:

| | 12 Mos., 1980 | 12 Mos., 1979 |
|---|---|---|
| Japan | 1,829,631 | 1,643,430 |
| West Germany | 462,394 | 503,367 |
| Sweden | 67,506 | 69,000 |
| Italy | 41,928 | 63,719 |
| France | 35,934 | 29,255 |
| United Kingdom | 31,779 | 42,281 |
| Other | 8 | 1 |

Registrations of imported cars by country of origin in December, compared with the year-earlier month, were:

| | Dec., 1980 | Dec., 1979 |
|---|---|---|
| Japan | 139,316 | 148,010 |
| West Germany | 35,701 | 37,462 |
| Sweden | 5,598 | 5,461 |
| France | 3,238 | 2,376 |
| Italy | 2,055 | 3,696 |
| United Kingdom | 1,837 | 2,021 |

New imported-car registrations in 1980 were divided this way by country of origin: Japan, 74.10 percent, up 4.20 points; West Germany, 18.73 percent, down 2.68 points; Sweden, 2.73 percent, down 0.21 points; Italy, 1.70 percent, off 1.01 points; France, 1.45 percent, up 0.21 of a point, and UK, 1.29 percent, down 0.51 of a point.

• Registrations of imported trucks in 1980 totaled 523,366, up 8.56 percent from 482,089 in 1979.

Registrations of imported trucks in 1980, compared with 1979, were:

| | 12 Mos., 1980 | 12 Mos., 1979 |
|---|---|---|
| Toyota | 132,969 | 129,949 |
| Datsun | 108,384 | 99,427 |
| Chevrolet LUV | 86,227 | 97,233 |
| Ford Courier | 74,196 | 75,822 |
| Others | 121,610 | 79,658 |

The truck import total for December was 33,650, down 18.63 percent from 41,355 a year earlier. Registrations of imported trucks in December, compared with a month earlier, were:

| | Dec., 1980 | Dec., 1979 |
|---|---|---|
| Toyota | 7,610 | 11,391 |
| Datsun | 7,062 | 8,414 |
| Chevrolet LUV | 5,231 | 8,350 |
| Ford Courier | 74,196 | 75,822 |
| Others | 9,040 | 6,415 |

### Eifert appointed

AKRON.—Ralph D. Eifert has been named division vice president of employe relations for the North American tire group at Firestone Tire & Rubber Co.

# EPA to ease certification for low-volume auto makers

WASHINGTON. — The EPA has decided to substantially ease certification requirements for small-volume manufacturers of cars and light trucks, possibly opening the way for reintroduction of certain exotic automobiles long gone from the American scene and certainly easing the way for others already reaching these shores.

EPA's current practice is to require all makers to run full certification programs for all engine families as a way of insuring they meet relevant emission standards. The rigorous procedures involve numerous vehicles, substantial dynamometer time and voluminous amounts of paperwork and hours.

Small-volume manufacturers (those with fewer than 10,000 engine or vehicle sales in the U. S. per year) have found the $50,000 per vehicle certification a severe burden on their resources. In many instances, it has been enough to cause them to cease operations in the U. S.

EPA said its new certification procedures, voluntary in 1982 and official in 1983, will reduce the number of test vehicles the small manufacturers will need to run, the associated test mileage and the paperwork.

Makers will need to submit only one vehicle, representative of their highest-selling model line or the one likely to be the highest emitter.

This vehicle will need to be run no more than 4,000 miles to stabilize its emissions. EPA will assign a deterioration factor for the engine, obviating the need for the maker to run a durability vehicle. A small-volume maker may still run a durability vehicle if it thinks it can get a lower deterioration factor in this manner.

EPA will not require small-volume makers to test vehicles at high-altitude conditions, but it will require them to submit a description of any vehicle adjustments or modifications necessary to assure that vehicles conform to emission standards at high altitudes.

Also required will be a statement that the vehicles described in the application comply with high-altitude emission regulations.

EPA will not require low-volume manufacturers to inform the agency when they make running changes on their vehicles. Neither will it require the voluminous descriptions of model lines, as it requires from larger manufacturers.

All told, EPA says the changes it is instituting will save the small-volume manufacturers approximately $1 million per year in compliance costs.

## IMPORT REGISTRATION SHARES IN U. S.

| | DECEMBER | | | | | 12 MONTHS | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Regis., Dec., 1980 | Percent Share of Market | Regis., Dec., 1979 | Percent Share of Market | Pct. Pt. Change '80 vs. '79 | Regis., 12 mos., 1980 | Percent Share of Market | Regis., 12 mos., 1979 | Percent Share of Market | Pct. Pt. Change '80 vs. '79 |
| Toyota | 41,225 | 21.96 | 41,447 | 20.83 | + 1.13 | 560,090 | 22.68 | 467,255 | 19.87 | + 2.81 |
| Datsun | 34,072 | 18.15 | 40,570 | 20.39 | — 2.24 | 506,075 | 20.49 | 444,531 | 18.91 | + 1.58 |
| Honda | 30,418 | 16.20 | 30,320 | 15.23 | + 0.97 | 351,342 | 14.23 | 338,726 | 14.41 | — 0.18 |
| Volkswagen | 19,040 | 10.14 | 20,835 | 10.47 | — 0.33 | 255,232 | 10.34 | 287,527 | 12.23 | — 1.89 |
| Mazda | 16,051 | 8.55 | 15,816 | 7.95 | + 0.60 | 159,788 | 6.47 | 147,489 | 6.27 | + 0.20 |
| Subaru | 10,782 | 5.74 | 9,439 | 4.74 | + 1.00 | 125,887 | 5.10 | 98,200 | 4.18 | + 0.92 |
| Fiesta | 4,760 | 2.54 | 5,857 | 2.94 | — 0.40 | 67,929 | 2.75 | 76,919 | 3.27 | — 0.52 |
| Volvo | 4,485 | 2.39 | 4,263 | 2.14 | + 0.20 | 54,741 | 2.22 | ..... | ..... | ..... |
| Mercedes | 4,402 | 2.34 | 4,263 | 2.14 | + 0.20 | 54,484 | 2.21 | 53,847 | 2.29 | — 0.08 |
| Audi | 3,726 | 1.98 | ..... | ..... | ..... | 51,538 | 2.09 | ..... | ..... | ..... |
| Colt | ..... | ..... | 4,483 | 2.25 | ..... | ..... | ..... | 60,656 | 2.58 | ..... |
| | | | | | | ..... | ..... | 57,627 | 2.45 | ..... |
| All Others | 18,784 | 10.01 | 21,732 | 10.92 | — 0.91 | 282,074 | 11.42 | 318,276 | 13.54 | — 2.12 |
| TOTAL | 187,745 | | 199,026 | | | 2,469,180 | | 2,351,053 | | |
| Share of U.S. Total | | 26.41 | | 23.81 | + 2.60 | | 28.18 | | 22.70 | + 5.48 |

Registrations not available for Oklahoma.


Put Mr. Goodwrench to work for your GM dealership.

Because when Mr. Goodwrench talks, GM customers listen.

It's a fact that 86% of all people who own General Motors cars are aware of Mr. Goodwrench. And no wonder. The Mr. Goodwrench advertising campaign is one of the most effective automotive service campaigns you'll see. It works. Many ways.

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It helps build the kind of customer traffic that means good, profitable business.

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Call your General Motors Parts District Manager. And keep that great GM feeling—with Mr. Goodwrench...and genuine GM parts.

GENERAL MOTORS PARTS

**To finance showroom-shop for Toyota line**

# St. Louis deal seeks tax-free bonds

ST. LOUIS. — The St. Louis County Industrial Development Authority is reviewing a request from an automobile dealer for a $865,000 tax-free bond issue to build a separate 20,000-square-foot facility for a second franchise.

Jim Lynch, owner of Jim Lynch Cadillac-Toyota, said he is seeking help lest he lose the Toyota franchise. He has one year to complete the separate building under the terms of his Toyota franchise.

Lynch cited the growing number of dealers going out of business and said that it is vital to diversify.

"I think we've got to accept the fact in this area that we're going to have 40 car dealers rather than 110, and those 40 dealers are going to have to carry two or three lines," he told the board.

Lynch has until February, 1982, to build the Toyota facility, having received an extension of the franchise proviso for a separate showroom and service area.

Selling agreements with Toyota usually run six years.

He told board members his Cadillac business is declining and that he needs an additional line. Lynch said his Cadillac sales dropped from 850 autos in 1978 to 750 in 1979 and 330 in 1980.

Lynch tried to use the usual financial channels to borrow money for expansion but four banks rejected his application.

If the Industrial Development Authority approves his request, Lynch could get about 13-percent bond financing, which would be bought by high-bracket investors seeking tax-free benefits.

This is an unusual route for an auto dealer to take. Many have opted for Small Business Administration loans running 1 percentage point above the prime rate in amounts of $200,000 or $300,000.

"That's no bargain," an industry leader told AUTOMOTIVE NEWS of the SBA loans. But several dealers in the St. Louis area have sought such help. There is between $4 million and $5 million outstanding in SBA loans to dealers in Missouri.

An SBA loan wouldn't help him, Lynch said, because firms doing more than $4 million worth of business are excluded.

Lynch became a top Toyota dealer in a short period of time, and is a heavy advertiser. One of his ads has attracted attention. It is titled, "Amazing Discovery," and it reads in part:

"My good friend, a Pontiac dealer in St. Petersburg, Fla., obtained a quality Japanese car line to sell in his dealership with Pontiac. The Japanese car sales absorbed much of his overhead expenses, and he was able to sell Pontiacs at a greatly reduced price, and Pontiac sales volume actually increased.

"I'm always looking for ways to sell my Cadillacs for less money without cutting the quality of the service provided, and his amazing discovery looked like the answer.

"I obtained Toyota, a small, efficient, low-priced motor car with an outstanding reputation for quality and reliability. Toyota is a product that is consistent with my philosophy of selling the finest value in a motor car.

"Now, with Toyota and Cadillac sharing the expenses of one complex, we are able to offer outstanding price concessions. In a 10-month period we became the largest volume Toyota dealer in nine states. We earned this honor with low price and superb service.

"Now we are offering all new Cadillacs at a price that barely covers the sales commission — actually less than lease companies like Avis and Hertz pay. For example . . . you can buy any Cadillac 3 percent over invoice."

***Laser assembled and ready to debut***

The new Laser, Ford Australia's first passenger car developed in conjunction with the Japanese, is virtually a locally assembled Mazda 323 FWD hatchback, featuring a standard 1.3-liter alloy head overhead-cam engine on L and GL models and a 1.5-liter engine option for the GL. Three gearboxes and four levels of trim are available.

**Laser is twin of Mazda 323**

# Ford Australia goes Japanese

**By Pedr Davis**
Staff Correspondent

GEELONG, Australia. — "Do we call you Inglis-san?"

The first question directed at Sir Brian Inglis at the national Laser launch caused a long round of laughs, the loudest coming from Sir Brian himself. He is head of Ford Australia.

Not only has Ford become the fifth company to build a Japanese car in Australia, but the Laser is a replacement for the European Escort.

At the Escort introduction in 1970, William O. Bourke, then managing director, told the press: "I live for the day when there will be no more Japanese cars in RSL (a war veterans association) car parks."

The present managing director, Inglis, has other views. Introducing the Laser, he said: "This is a new era for Ford. Our future is with Japan, which is dominating the world's motor industry."

The Laser is virtually a locally assembled Mazda 323 front-drive hatchback. Its engine is made by Ford in Taiwan but all other components and sheet metal parts are imported in CKD form from Mazda. Ford Motor Co. owns 25 percent of Toyo Kogyo, which manufactures Mazda vehicles.

The pricing structure brings the Laser very close to 323 models throughout the range, even though a fully imported Mazda carries a 57.5-percent import duty.

Ford Australia was the last of the local manufacturers to hold out against the Japanese. In recent times, the company has been importing Mazda light commercial vehicles and giving them Ford nameplates.

The decision to locally assemble the 323 brings Ford into line with General Motors Holden's, Mitsubishi (formerly Chrysler), Nissan and Datsun, all of which assemble or manufacture Japanese-designed vehicles.

Inglis told the press launch that the company had the choice of sourcing the new car from Japan, Europe or the U. S., but chose Japan because it was the "best solution." He lavished praise on the ease with which the Laser can be assembled and the high quality of the components.

He admitted that introducing the Laser six months after the 323 went on sale is a "marketing nightmare" and said it was the first of a new generation of front-drive cars to be assembled by Ford Australia.

He declined to comment on reports that the Cortina replacement will be a front-drive Mazda 626.

Mazda Australia already has long waiting lists for the 323, supplies being restricted by quota to around 15,000 units a year. Ford expects to produce up to 100 Lasers a day.

Few mechanical changes have been made but Ford has installed additional soundproofing and its choice of trim.

The Laser offers 1.3 and 1.5-liter engines, a choice of three or five doors, three gearboxes and four levels of trim. The ten-model range is priced from $5,846 to $7,677 Australian dollars.

# Network ad billings hold firm despite troubled '80 for TV

**By Joseph Bohn**
Marketing Editor

Auto advertisers held fairly firm in network TV billings last year, despite the general recession and an actors' strike which disrupted programming in the fall.

The networks did lose ground with one major auto advertiser — Chrysler — and a number of smaller ones, including Volkswagen, Datsun, American Motors, Honda and Jaguar Rover Triumph.

But they gained ground — or dollars — from two of their biggest car advertisers, Ford Motor and General Motors, along with Toyota, Mazda and Subaru.

Compared with other major ad media, the networks could be considered holding their own, although the state of the car industry has not benefitted the advertising community in general too much this past year.

Ford's budget on network TV was way up, a whopping 29.6 percent, due largely to its heavier corporate advertising under Wells Rich Greene.

Adjusting for inflation, GM was not really up, although it spent 5.3 percent more money in network TV last year.

Toyota Motor was up a respectable 8.8 percent in network TV, despite having had to cancel its planned heavy sponsorship participation in the Moscow summer Olympics.

Mazda was the biggest gainer with a 35.7 percent ad increase in network TV.

Right behind was Subaru, which chalked up a 33.5 percent increase.

Subaru, which began life as a regional marketer, has been pushing countrywide sales more heavily and is putting more emphasis into metro markets where it hasn't been all that strong in the past.

Daimler-Benz, whose Mercedes line is geared to a very upscale, high income buying group, has and continues to use more specialized media. However, it did make it onto the network list of automotive sponsors in 1980.

Overall, there are some indications that car firms are doing more regional type marketing, and the decline in network TV may be due at least in part to greater use of spot advertising to beef up support in key pockets of the country.

**NETWORK TV ADVERTISERS, 1980 VS. 1979**

**AUTOMOTIVE**

| | 1980 | 1979 | % of Change |
|---|---|---|---|
| Ford Motor | $125,701,500 | $ 97,016,000 | +29.6 |
| General Motors | 123,498,900 | 117,312,700 | + 5.3 |
| Chrysler Corp. | 65,289,900 | 69,589,800 | − 6.2 |
| Toyota Motor | 22,945,300 | 21,090,000 | + 8.8 |
| Toyo Kogyo (Mazda) | 20,335,100 | 14,982,800 | +35.7 |
| Volkswagen | 19,434,700 | 20,496,600 | − 5.2 |
| Nissan Motor (Datsun) | 18,150,000 | 20,690,900 | −12.3 |
| American Motors | 17,733,900 | 17,242,900 | + 2.8 |
| Honda Motor* | 15,625,000 | 13,648,600 | −14.5 |
| Fuji Heavy Ind. (Subaru) | 7,277,500 | 5,451,400 | +33.5 |
| Jaguar Rover Triumph | 4,764,500 | 6,462,600 | −26.3 |
| Daimler-Benz (Mercedes) | 1,624,700 | | 00.0 |

Figures are compiled by Broadcast Advertisers Reports (BAR), reported by Television Bureau of Advertising.

*—Honda advertising includes car and motorcycle.

# Grayson spells out program to improve U.S. productivity

**By Edward Lapham**
Financial Editor

DETROIT. — Some U. S. auto makers are among the industrial companies that have contacted the American Productivity Center in Houston as part of an effort to improve industry productivity, the center's head told the Economic Club of Detroit.

C. Jackson Grayson, APC chairman and former head of the Nixon Administration's wage and price control commission in 1971-73, said the auto makers and other companies are making his phones "ring off the hook."

"The auto makers are looking for ways to improve productivity just like the other companies," Grayson said.

He told AUTOMOTIVE NEWS the auto companies are "probably" being truthful when they claim they can't accurately measure their own productivity gains.

"The auto makers can do a far better job of monitoring and measuring productivity than they have been, but really, there is no perfect measure," Grayson said.

Grayson, who founded the American Productivity Center in 1977 after soliciting corporate contributions, said he believes there are several public-sector changes needed for a nationwide effort to improve productivity.

He told the Economic Club there should be a "focal point" in the Executive branch of government that would make productivity an important consideration "at the highest levels of economic policy-making."

Grayson said there also should be a council on productivity, including members from business, labor and academia "whose sole function would be to regularly examine and report on areas where government policies, procedures and laws are positively and negatively impacting productivity."

A third requirement, Grayson said, is to fund and direct the Departments of Labor and Commerce to improve the methods of reporting national and international productivity statistics.

The final requirement, he said, is for an executive order to direct every government agency "to initiate programs to improve the productivity of that agency."

In the private sector Grayson said there should be a formal program at every company to involve all of the employes in productivity-raising activities, "a planned, specific program in writing, with multi-year goals, timetables, assigned responsibilities, measures, training programs, incentives and most of all employe involvement."

Grayson said that while corporate long-term productivity planning might seem to conflict with short-term profit goals, ultimately, the company with the highest productivity will have the highest profits.

**Brazilian 127 headed for Europe**

# Fiat building smallest diesel car

TURIN, Italy. — Fiat now makes the smallest mass-produced four-cylinder diesel-powered car in the world.

There are vehicles like the Duport Caddy and Parco, using single-cylinder engines and produced on a non-industrial scale, that are smaller, but for the established auto industry, Fiat is the smallest, lightest and lowest-priced diesel car.

The Fiat 127 diesel is made in Brazil, and is being sold in Italy at approximately $1,000 above the price of the domestic, carburetor-engine 127.

Fiat intends to bring 50,000 diesel cars to Europe this year. It has no direct competition—and won't have, unless Volkswagen brings out a Diesel Polo or Ford gets a diesel engine for the Fiesta.

The decision to make it in Brazil stems from a combination of factors: Fiat Automoveis is under obligation to export cars or parts to a certain minimum value each year; it builds the 147, a heavy-duty version of the 127, which is inherently more suitable for diesel operation than the Italian model, and the engine plant had surplus capacity.

The new diesel engine is not experimental. Launched in the spring of 1971, 127 production is now approaching the 5-million mark (including units made by Seat in Spain and by Fiat in Brazil).

• The 127 Diesel has a range in excess of 500 miles on a tankful of fuel, and rates better than 46 MPG at a steady 56 MPH. In the urban driving cycle, it is 21 percent more economical than the gasoline-driven version (36.15 MPG vs. 28.3).

The engine is light (254 pounds complete), and despite the use of cast iron for the cylinder block, lighter than the all-aluminum Peugeot XID engine of slightly greater displacement.

The decision to develop this engine was taken late in 1977—far too early for the direct-injection diesel to come into serious consideration. Still, it breaks new ground, in departing from the Ricardo Comet swirl chamber used in the Sofim and Ritmo diesel engines.

Instead, it has a low-turbulence pre-chamber, not spherical in shape but almost cylindrical, with an off-center passage leading to the cylinder. The injector nozzles deliver fuel in a conical spray, not in parallel-pencil formation, and the piston crown was shaped for turbulence control.

The gearbox is taken from the 147, but has different ratios. In addition, the final drive ratio has been changed from 4.07 to 3.765:1 to take advantage of the higher low-range torque and to reduce noise levels.

Top speed is 75-80 MPH, and 0-60 acceleration takes 23.5 seconds. It's essentially a top-gear car, for it can pull fourth gear from 25 MPH upwards, and will climb a 10-percent gradient at 37 MPH with a normal load in top gear.

In Fiat's aggressive new-product planning, the 127 Diesel is only an interim model. The direct-injection diesel with three valves per cylinder is being developed for production.

It will be combined with the Van Doorne stepless drive to make a power train of extraordinary versatility for the next generation of Fiat mass-market cars.

**Model breakdown**
**Auction Averages**

| | March | February | January |
|---|---|---|---|
| 1981 | $8,432 | $7,138 | $7,757 |
| 1980 | 5,698 | 5,704 | 5,667 |
| 1979 | 5,001 | 4,773 | 4,726 |
| 1978 | 3,681 | 3,705 | 3,585 |
| 1977 | 2,888 | 2,997 | 3,125 |
| 1976 | 2,226 | 2,265 | 2,092 |
| 1975 | 1,525 | 1,663 | 1,541 |
| 1974 | 1,347 | 1,205 | 1,280 |
| Overall Average | $4,076 | $4,076 | $3,981 |

**Used car sales**
**Auction Averages**

| | |
|---|---|
| March | $4,076 |
| Month ago | $4,076 |
| Year ago | $3,112 |

## Niskanen named by White House

WASHINGTON. — William A. Niskanen, who used to be chief economist for Ford Motor Co., has been chosen by the Reagan White House to fill one of the vacancies on the Council of Economic Advisers.

Niskanen was dismissed by Ford because he opposed the company's position on auto import restraints, arguing that imports accounted for only a small fraction of the decline in domestic car sales.

At the council, Niskanen, 48, will be responsible for issues relating to trade, labor policy, regulation and subsidies.

***Diesel-powered Fiat 127 bows***

Production of the world's smallest mass-produced diesel, the Fiat 127 Diesel, has begun in Brazil. Plans are to sell 50,000 in Europe this year. With a 1.3-liter (79.4-CID) engine, the 127 Diesel rates 36.15 MPG in the European urban cycle and has a top speed of 75-80 MPH.

# Boom for Japanese exports continues in January

By John Hartley
Staff Correspondent

TOKYO.—Despite all the talk about restraint, and the adverse effect of the value of the yen, Japanese auto exports continued to boom in January.

A total of 531,539 units were exported, 33.2 percent more than the same month of last year, which was when the boom was in full swing.

Included in these were 209,205 units to the U.S.A. (+16.4 percent), which is remarkable in view of the fact that following the big increase in tariffs, small trucks are much less in demand than a year ago.

Exports to Canada were up a massive 68 percent to 16,567 units, while other major targets were: Germany 29,597 (+105 percent), Holland 11,507 (+61 percent), Denmark 2,360 (+80 percent) and Belgium 10,470 (+53 percent). Exports to Britain, in line with the agreement with British manufacturers, were down 7.28 percent at 8,146 units.

Sales in Japan continued their slow downward spiral, down 2.4 percent over a year ago, at 141,575 passenger cars and 131,647 commercial vehicles. For the first month for a considerable time, though, Toyota managed to sell more cars than in the corresponding month of 1980.

Toyo Kogyo increased sales by about 8 percent, but the gain was more than wiped out by falling truck sales.

Daihatsu also increased sales of passenger cars.

# used-car auction directory

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GM chief expects exports to U. S. to be cut soon

# Smith sees a Japanese rollback

FLINT.—Roger B. Smith, General Motors chairman, continues to believe the Japanese will "voluntarily limit exports of autos to the U. S. for a short period."

"I believe it will happen and happen soon," Smith told the Industrial Management Assn. last week. "The pressure of unemployed Americans and red ink is too great for Congress. Therefore, the Japanese, to avoid legislation, will restrict exports to the U. S. voluntarily."

Smith also said GM continues to be interested in renegotiating its current labor contract with the UAW, declaring it all boils down to the issue of jobs. The union said earlier that it will not reopen talks at this time with either GM or Ford Motor. The present contract expires in September, 1982.

Smith made another prediction. "The voluntary restraint of exports to this country by the Japanese will not solve our competitive problem," he said. "In fact, it will make it worse unless, during the period of restraint, we use that time to get competitive" in products, facilities and costs.

"The bottom line is jobs here in the United States," he continued, "not only in the domestic auto companies — but also jobs in steel, rubber, copper, aluminum and other supplier industries.

"An estimated 720,000 employes all over the country are out of work today because of depressed sales of domestic cars. The crisis is hitting hardest in the heartland of America — in the Flints, Clevelands, Detroits and other major industrial towns."

These are the cities, he said, which helped to build the nation's industrial might but which "now are suffering the most severe penalties for lost industry sales."

Smith said this situation poses a critical problem for both management and unions — which "share a common interest in the economic well-being of General Motors employes."

"We ask for the UAW to join now with GM in launching a new era of enlightened industrial leadership in America to save jobs," he said. "We will come to the discussion table with an open mind, and we hope the union will, too."

Smith said the "first thing to do in solving a problem is to recognize that you have a problem and attack it."

"I say let's face it squarely—together before all the jobs are gone," he continued. "It is totally unrealistic to think that good management alone can overcome labor costs which are 73 percent higher than our (Japanese) competitor—at least not in the near future."

• Currently, he said, the cost of an hour of labor for GM employes is about $19, including benefits. In comparison, he said, the Japanese labor costs are under $11 an hour, including all benefits and allowances peculiar to Japan.

"This is a difference of about $8 per hour—and that obviously translates into a huge difference in the costs of our products," he added.

Smith said there are a number of areas which offer potential for improving GM's competitive cost position.

He said the Quality of Work Life program launched in cooperation with the UAW is "achieving significant results in over 95 GM locations — and these efforts will be strengthened in the future."

He also pointed to "unwarranted absenteeism" as an "expensive bad habit."

"In North America alone," he said, "absenteeism cost GM more than $1 billion last year — and that's a conservative figure . . . I might add that absenteeism in Japanese industry is negligible."

Smith said he believes the competitive issue will come into sharp focus in discussions with the union on the basic wage and benefit package.

"The UAW said last week that we need new approaches to collective bargaining," he continued. "I couldn't agree more."

He said the "time may be right" for the profit-sharing concept in the auto industry."

"It could result in a competitive wage that would assure jobs and, at the same time, permit the worker through the profit-sharing plan to have a higher income as the fruits of his labors bring additional profits," he said.

"There are many other ways of achieving competitive labor costs without extreme sacrifices on the part of our workforce. Pay for time not worked has certainly grown excessively and, in comparison with Japanese labor costs, is a glaring example of a non-competitive cost."

But time, he said, is of the essence. "In the terms of the auto industry," he concluded, "today is already past and tomorrow is rushing at us like the wind."

# Safety group seeks method to detect worn ball joints

WASHINGTON. — A better way to detect potentially hazardous worn ball-joint assemblies in the steering mechanisms of large trucks and buses is being sought by the National Transportation Safety Board.

The board, in a recent investigation of a fatal bus accident in Virginia, did not pinpoint the cause of the accident but did find a ball joint so worn that it may have caused steering linkage separation.

The board is warning truck and bus makers and drivers because the unsafe condition was not found despite recent inspections and proper maintenance and because the type in question is standard for many vehicles and the driver apparently had no indication of failure.

The current NHTSA inspection standard is the basis for most steering tests done by federal, state and local inspectors as well as the maintenance checks made by truck and bus owners.

It measured the amount of play for mechanical systems, but the board notes that the design of the power steering mechanism on many trucks and buses "is such that a worn ball-joint or end assembly will not be detected using the procedures described by the NHTSA standard."

The board suggests a visual inspection for excessive relative motion while the freeplay test is made, and if relative movement is found between the ball and socket or the end assembly, then it should be disassembled and checked for wear.

The board is also urging NHTSA to develop with manufacturers a new inspection test for power steering mechanisms and urging the Bureau of Motor Carrier Safety to work with NHTSA and to issue safety notices to alert interstate and intrastate bus and truck operators.

# Rebates fire up mid-March sales to record level

Continued from Page 1

was up 34.99 percent to a record 44,781 from 33,173; Pontiac was up 32.45 percent, to 28,575 from 21,574; Lincoln was up 30.30 percent, to 3,496 from 2,683, and Dodge was up 23.86 percent, to 13,315 from 10,750.

Chrysler sales dropped 39.25 percent, to 4,023 from 6,622 last year; Cadillac was down 12.32 percent, to 6,091 from 6,947; Ford was down 11.47 percent, to 43,752 from 49,423, and Mercury missed by 3.51 percent, dipping to 13,892 from 14,398.

The daily selling rate was a healthy 36,233, up 30.33 percent over 27,800 last year. There were nine selling days this year and last. It was the highest daily rate so far this year, surpassing 34,001 notched Feb. 21-28.

Chevrolet Chevette sales numbered a record 31,524 during the period, making the subcompact the best-selling nameplate. Chevrolet Citation was second with a record 26,580, followed by Oldsmobile Cutlass Supreme at 20,058, Buick Regal at 15,676 and Buick Skylark at 14,914. All five were among GM's rebate cars in mid-March.

The gap between year-to-date sales, 1981 and 1980 narrowed to a negative difference of 4.53 percent; 1,543,749 this year compared with 1,617,046 a year ago.

## DOMESTIC SALES

| | March 11-20, 1981 | March 11-20, 1980 |
|---|---|---|
| AMERICAN MOTORS | 7,500† | 5,200† |
| Chrysler | 4,023 | 6,622 |
| Imperial | 211 | —— |
| Plymouth | 15,069 | 10,252 |
| Dodge | 13,315 | 10,750 |
| CHRYSLER CORP. | 32,618 | 27,624 |
| Ford | 43,752 | 49,423 |
| Mercury | 13,892 | 14,398 |
| Lincoln | 3,496 | 2,683 |
| FORD MOTOR | 61,140 | 66,504 |
| Buick | 42,091 | 21,044 |
| Cadillac | 6,091 | 6,947 |
| Chevrolet | 97,929 | 61,638 |
| Oldsmobile | 44,781 | 33,173 |
| Pontiac | 28,575 | 21,574 |
| GENERAL MOTORS | 219,467 | 144,376 |
| VOLKSWAGEN | 5,368 | 6,494 |
| INDUSTRY TOTAL | 326,093 | 250,198 |

†—Estimate.

**EXPs arrive in Detroit**

The first shipment of 1982-model EXPs, Ford Division's new two-seater version of the Escort, arrives in the Detroit area for public introduction at Ford dealerships April 9. The EXP features as standard a 1.6-liter four with manual transmission and four-speed overdrive.

# U. S., Japan keep waltzing, reach no import decision

Continued from Page 1

nually. The issue, he told reporters after meeting with President Reagan, "is very simple: Will we see restraint by the Japanese, over what period of time, and what will be the number?"

• Senate Majority Leader Howard Baker, the Tennessee Republican, told reporters: "I think the President must surely understand that there is a building pressure in the Congress to do something by statute if the Japanese do not do something voluntarily . . . I don't want that, but that's going to happen if the Japanese don't understand that the situation's out of hand."

According to congressional sources, there now exist enough votes in the Senate to pass an import restriction bill.

Just what the Japanese will do in response to the situation remains a mystery but it is known that among the options being considered, according to knowledgeable sources, are an open ended limit on exports with the rollback decreasing as U. S. sales increased and/or quarterly limits.

In any case, Watanabe said whatever Japan does on the auto export situation it will do it unilaterally so as to avoid any problems with U. S. antitrust laws.

He noted that there was precedence for such action, citing previous agreements by Japan to limit steel and color television exports. He also noted that the Japanese government has already asked its auto makers to exercise "prudence" in their shipments to the U. S.

• Though the decision to hold further "talks" with the Japanese on the auto import situation delays any decisive action on this aspect of the auto situation for at least two weeks, the Administration plans to go ahead with its regulatory relief package for the industry as early as this week.

As previously reported, this could save the industry from $2 billion to $5 billion over the next five years and will include a rollback of the 5-MPH bumper standard, a withdrawal or further delay in the passive restraint standard, modifications to the fuel economy standards, a rollback of the carbon monoxide standard, modification of the heavy-duty truck-emission standards, modification of the 1985 diesel particulate standards, modification of the 1983 diesel NOx standard, modification of the 1984 high altitude emission standard (nearly $500 million by itself) and possibly a delay in the post-1983 light-duty truck-emission standards.

# Japanese exports already pared, Nissan aide says

DETROIT. — Japanese auto companies already have voluntarily started limiting shipments to the U. S., a Nissan Motor Co., Ltd., official told a press conference here last week.

Mitsuya Goto, public affairs general manager of Nissan's International Division, said the Japanese manufacturers began reducing shipments to the U. S. in the fourth quarter of 1980. He also said total 1981 shipments "would not exceed" 1980 levels.

"Each company in the industry is exercising its own judgment about limiting exports to the U. S.," Goto said. "Some of us feel that Japan is being used as a very convenient scapegoat by U. S. industry."

Goto, who was at Wayne State University as part of the Japanese Caravan '81 group touring the U. S. to promote understanding between the two countries, said he believes the imposition of car import restrictions in the U. S. could spark a worldwide trade war.

He said Nissan is not shipping as many cars to the U. S. as it thinks it can sell here and that the company has not built a car plant here because the company believes there will be small-car over-capacity by the mid-1980s.

## Bank buys Ford site

QUINCY, Mass.—The former Quincy Motors (Ford) property has been acquired by the Quincy Co-operative Bank for a reported $750,000. The bank plans to convert the building into a new banking operation.

## White ads Isuzu

HOUSTON. — Sam White, an Oldsmobile dealer here for 30 years, has added the Isuzu line of cars and pickup trucks. He is building a separate display facility for the Japanese model.

Chevrolet Cavalier joins the parade

# Car production up slightly for week

By Patricia Hoffman
Staff Writer

U. S. auto production rose slightly last week as the first Chevrolet Cavalier J-cars were produced. The total, however, was below the year-ago level.

The first-week output of Cavalier was 617 units.

Planned production last week was 146,351 cars, an increase of 0.90 percent from the 145,046 units assembled in the previous week, but down 3.05 percent from the 150,963 units completed in the comparable week last year.

Breakdown for last week by company was: General Motors, 60.65 percent; Ford Motor, 19.75 percent; Chrysler Corp., 15.00 percent; Volkswagen of America, 2.84 percent; American Motors, 1.71 percent, and Checker Motors, 0.05 percent.

So far this year, the auto makers have completed 1,510,796 units, down 14.58 percent from the 1,768,632 cars completed in the comparable period last year.

Saturday overtime was scheduled last week at Chrysler's Belvidere and St. Louis assembly points.

Chrysler said it will increase the daily straight-time rate at Belvidere from the current 1,072 units per day to 1,152 units per day effective today (March 30).

GM said it has scheduled production adjustments to balance production with current market conditions.

On April 6, assembly at GM's Fremont plant (Buick Century and Regal and Chevrolet Malibu and Monte Carlo) will be increased from one shift at 45 per hour to two shifts at 45 per hour.

At GM's Van Nuys point, effective May 4, production of the Chevrolet Camaro, and Pontiac Firebird will be increased from one shift at 60 per hour to two shifts at 60 per hour.

Downtime was slated last week at two plants. GM's Janesville point and Ford's Lorain plant were both idle for one week.

There is no downtime slated at Chrysler Corp. or GM this week.

# breaking news

Continued from Page 1

tinental Warranty Corp. in Marina Del Rey, Calif. Farrar said he projects industrywide service contract business will total $2.5 to $3 billion annually by 1985. Farrar's new firm will offer extensive finance and insurance training.

### GM recalling 105,000 X-cars

DETROIT. — General Motors is recalling 105,000 early-production-1981 X-cars (Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark) to replace an engine electrical ground cable which could break and reduce the performance of the car's electrical system. GM said a cable breakage would result in dimming of the headlights and slowing of windshield wiper blade action.

### Volvo reports slim sales gain

STOCKHOLM. — Volvo reported group sales of $5,425 million for 1980, up one percent over the preceding year. Group earnings before allocations and taxes corresponded to 4.0 percent of sales, compared with 5.3 percent the year before.

### Europeans to get sampling of LN7

LONDON.—Ford of Europe will sell "a few hundred" examples of the new Lynx LN7 from Lincoln-Mercury in Europe, this September. Main markets will be Austria, Belgium, Holland, Germany and Switzerland.

## TRUCK PRODUCTION IN U. S.†

| | Week Ended March 28, 1981 | Week Ended March 29, 1980 | Week Ended March 21, 1981 | March Output | Jan. 1, to March 29, 1980 | Jan. 1, to March 28, 1981 |
|---|---|---|---|---|---|---|
| CHEVROLET | 13,005 | 12,270 | 13,565 | 44,979 | 168,756 | 144,961 |
| DODGE/PLYMOUTH | 2,300 | 3,480 | 1,918 | 7,602 | 37,553 | 17,741 |
| FORD | 14,898 | 10,871 | 15,067 | 58,409 | 179,153 | 143,791 |
| GMC | 4,364 | 4,548 | 3,896 | 16,118 | 45,029 | 52,855 |
| INTERNATIONAL | 1,690 | ..... | 1,711 | 6,821 | ..... | 18,622 |
| MACK | ..... | 625 | ..... | ..... | 7,879 | ..... |
| JEEP | ..... | 125 | ..... | ..... | 2,144 | ..... |
| WHITE | 1,550* | ..... | 1,550* | 6,250* | 25,668* | 21,686* |
| AMC CORP. | 85* | 430* | 85* | 340* | 4,512* | 1,020* |
| VOLKSWAGEN | 1,040 | 687 | 1,114 | 4,097 | 6,401 | 11,197 |
| MISCELLANEOUS | 1,200* | 900* | 1,200* | 4,800* | 10,560* | 13,300* |
| Total Trucks, U. S. | 40,132 | 33,936 | 40,106 | 149,416 | 487,655 | 425,173 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended March 28, 1981 | Week Ended March 29, 1980 | Week Ended March 21, 1981 | March Output | Jan. 1, to March 29, 1980 | Jan. 1, to March 28, 1981 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 1,920 | 1,600 | 1,708 | 6,855 | 7,876 | 14,792 |
| FORD MOTOR | 3,502 | 4,808 | 3,461 | 13,713 | 50,630 | 41,518 |
| GENERAL MOTORS | 6,664 | 5,974 | 6,755 | 26,276 | 71,820 | 77,117 |
| AMERICAN MOTORS | ..... | 900 | ..... | ..... | 8,481 | ..... |
| INTERNATIONAL | 245 | 465 | 247 | 978 | 3,221 | 3,090 |
| MACK | ..... | 60 | ..... | ..... | 763 | ..... |
| WHITE | ..... | 65 | ..... | ..... | 783 | ..... |
| Total Trucks, Canada | 12,331 | 13,872 | 12,171 | 47,822 | 143,574 | 136,517 |
| N. American Trucks | 52,463 | 47,808 | 52,277 | 197,238 | 631,229 | 561,690 |

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

## Truck production again exceeds year-ago week

U. S. truck production, for the second week in a row, has topped year-ago figures. The output last week also was up a few units from the previous week's total.

Truck production last week was slated at 40,132 units, a slight increase of 0.06 percent from the 40,106 trucks completed in the previous week, and up 18.26 percent from the 33,936 units built in the comparable week last year.

Although the weekly output is showing improvement, the truck makers continue to trail 1980 on a year-to-date basis. This year's total of 425,173 trucks is 12.81 percent below the 487,655 assembled in the comparable period last year.

Chrysler Corp.'s Warren truck point, working its seventh consecutive week without downtime, scheduled Saturday overtime last week.

General Motors plans production schedule adjustments at its Flint plant to balance production with current market conditions.

The Flint point, which assembles light-duty Chevrolet and GMC trucks, will reduce production from two shifts at 50 trucks per hour, to one shift at 50 per hour on April 20.

GM has scheduled a week of downtime at three truck points. Flint, Baltimore and Fremont will be idle this week.

## Canadian output dips as Chrysler plant is down

Due to downtime of all operations at the Chrysler Windsor car plant last week, Canadian auto production fell from the previous week's output and the comparable year-ago week's levels. The plant will remain idle until April 13.

The auto makers slated production last week at 20,033 units, a decline of 6.01 percent from the 21,315 units completed in the previous week and down 12.58 percent from the 22,917 cars assembled in the comparable period last year.

So far this year, the auto makers have completed 175,505 units, a drop of 20.69 percent from the 221,291 in the comparable period last year.

Canadian truck production rose slightly last week from the previous week, but it continues to trail year-ago levels.

Truck production was slated at 12,331 units last week, an increase of 1.31 percent from the 12,171 in the previous week, but down 11.10 percent from the 13,872 trucks assembled in the week ended March 29, 1980.

Year-to-date, the truck makers have assembled 136,517 units, a decrease of 4.91 percent from the 143,574 trucks completed through March 29 last year.

American Motors, Ford Motor, and General Motors have no downtime scheduled this week.

Chrysler Corp.'s Pillette Rd. point in Windsor will increase line speed from 320 trucks a day to 360 on two eight-hour shifts effective April 20.

## U. S. CAR PRODUCTION

| | Week Ended March 28, 1981 | Week Ended March 29, 1980 | Week Ended March 21, 1981 | March Output | Jan. 1, to March 29, 1980 | Jan. 1, to March 28, 1981 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 2,500* | 4,525* | 2,500* | 9,032* | 54,861* | 23,854* |
| AMX | ..... | ..... | ..... | ..... | ..... | ..... |
| Spirit | ..... | ..... | ..... | ..... | ..... | ..... |
| Concord | ..... | ..... | ..... | ..... | ..... | ..... |
| Eagle | ..... | ..... | ..... | ..... | ..... | ..... |
| Pacer | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 21,950 | 16,120 | 19,339 | 79,330 | 165,462 | 185,088 |
| Plymouth Total | 10,500 | 7,250 | 9,633 | 39,478 | 75,933 | 92,224 |
| Horizon | 4,000 | 3,200 | 3,391 | 14,676 | 40,611 | 33,150 |
| Volare | ..... | 3,300 | ..... | ..... | 27,841 | ..... |
| Reliant | 5,100 | ..... | 5,114 | 20,179 | ..... | 51,125 |
| Gran Fury | 1,200 | 650 | 979 | 3,961 | 6,367 | 6,835 |
| Caravelle | 200 | 100 | 149 | 662 | 1,114 | 1,114 |
| Chrysler Total | 1,800 | 2,520 | 1,491 | 6,565 | 21,464 | 14,788 |
| LeBaron | 1,300 | 2,100 | 996 | 4,406 | 17,044 | 10,228 |
| Chrysler | 500 | 420 | 495 | 2,159 | 4,420 | 4,560 |
| Dodge Total | 9,650 | 6,350 | 8,215 | 33,287 | 68,065 | 78,076 |
| Omni | 4,300 | 2,900 | 2,765 | 12,228 | 36,456 | 25,807 |
| Aspen | ..... | 2,000 | ..... | ..... | 19,398 | ..... |
| Aries | 3,700 | ..... | 3,803 | 15,048 | ..... | 40,858 |
| Diplomat | 1,400 | 950 | 1,168 | 4,469 | 7,284 | 8,520 |
| St. Regis | 250 | 500 | 479 | 1,542 | 4,927 | 2,891 |
| FORD MOTOR | 28,899 | 30,957 | 33,695 | 117,422 | 340,119 | 312,625 |
| Ford Division | 20,377 | 25,173 | 23,931 | 82,246 | 244,649 | 217,101 |
| Escort | 8,245 | ..... | 8,132 | 32,246 | ..... | 98,031 |
| Pinto | ..... | 3,629 | ..... | ..... | 18,813 | ..... |
| Must./Must. II | 4,531 | 7,163 | 4,476 | 13,970 | 66,101 | 30,297 |
| Fairmont | 4,300 | 6,701 | 4,354 | 16,986 | 65,578 | 41,163 |
| Granada | 1,611 | ..... | 1,625 | 5,080 | 19,720 | 14,273 |
| Thunderbird | ..... | 4,000 | 3,639 | 7,145 | 44,550 | 12,926 |
| Ford | 1,690 | 3,680 | 1,705 | 6,819 | 29,887 | 20,411 |
| L-M Division | 8,522 | 5,784 | 9,764 | 35,176 | 95,470 | 95,524 |
| Mercury Total | 7,313 | 5,784 | 8,409 | 29,902 | 85,687 | 82,425 |
| Bobcat | ..... | 854 | ..... | ..... | 4,575 | ..... |
| Lynx | 2,825 | ..... | 2,943 | 11,332 | ..... | 33,160 |
| Capri | 1,260 | 2,160 | 1,300 | 3,907 | 20,413 | 8,717 |
| Zephyr | 1,058 | 2,770 | 993 | 4,437 | 22,244 | 11,976 |
| Cougar/Monarch | 879 | ..... | 823 | 2,863 | 6,036 | 6,979 |
| XR-7 | ..... | ..... | 1,031 | 2,126 | 15,397 | 5,653 |
| Mercury | 1,291 | ..... | 1,319 | 5,237 | 17,022 | 15,940 |
| Lincoln Total | 1,209 | ..... | 1,355 | 5,274 | 9,753 | 13,099 |
| Lincoln | 602 | ..... | 575 | 2,401 | 3,432 | 6,093 |
| Versailles | ..... | ..... | ..... | ..... | 1,124 | ..... |
| Mark VI | 607 | 1,869 | 780 | 2,873 | 5,227 | 7,006 |
| GENERAL MOTORS | 88,757 | 94,452 | 84,938 | 344,883 | 1,161,829 | 942,595 |
| Buick Division | 20,292 | 19,404 | 20,255 | 80,455 | 225,606 | 224,597 |
| Skylark | 5,400 | 4,423 | 5,610 | 22,088 | 60,125 | 63,395 |
| Century | 4,020 | 4,390 | 4,056 | 16,067 | 45,235 | 44,227 |
| Regal | 5,960 | 5,162 | 5,940 | 23,898 | 55,281 | 61,171 |
| Buick | 3,365 | 4,309 | 3,398 | 13,483 | 49,408 | 41,105 |
| Riviera | 1,547 | 1,120 | 1,251 | 4,919 | 15,557 | 14,699 |
| Cadillac Division | 6,636 | 2,340 | 6,185 | 25,152 | 72,099 | 75,202 |
| Cadillac | 4,270 | ..... | 4,243 | 16,955 | 40,246 | 50,951 |
| Eldorado | 1,744 | 1,390 | 1,431 | 5,765 | 17,908 | 16,469 |
| Seville | 622 | 950 | 511 | 2,432 | 13,945 | 7,782 |
| Chevrolet Division | 31,135 | 36,749 | 28,428 | 124,727 | 484,310 | 332,250 |
| Chevette | 6,234 | 9,185 | 6,480 | 29,497 | 117,962 | 70,986 |
| Monza ('80) | ..... | 3,627 | ..... | ..... | 39,607 | ..... |
| Camaro | 3,046 | 3,270 | 3,044 | 12,133 | 35,566 | 31,050 |
| Citation | 7,569 | 9,818 | 8,757 | 33,060 | 121,147 | 85,240 |
| Malibu | 5,854 | 6,019 | 6,777 | 25,590 | 69,846 | 61,427 |
| Monte Carlo | 2,215 | 2,830 | 2,572 | 11,069 | 36,210 | 30,661 |
| Chevrolet | 4,800 | 960 | ..... | 9,571 | 51,355 | 42,921 |
| Corvette | 800 | 1,040 | 798 | 3,190 | 12,617 | 9,348 |
| Cavalier | 617 | ..... | ..... | 617 | ..... | 617 |
| Oldsmobile Division | 20,292 | 20,634 | 19,922 | 77,005 | 214,595 | 222,287 |
| Omega | 3,550 | 2,330 | 3,443 | 13,882 | 31,380 | 37,381 |
| Cutlass | 9,331 | 10,913 | 8,105 | 32,887 | 92,329 | 103,617 |
| Oldsmobile | 6,216 | 6,371 | 7,191 | 25,918 | 77,197 | 69,323 |
| Toronado | 1,195 | 1,020 | 1,183 | 4,318 | 13,689 | 11,966 |
| Pontiac Division | 10,402 | 15,325 | 10,148 | 37,544 | 165,219 | 88,259 |
| Acadian† | 695 | 795 | 435 | 2,514 | 5,793 | 5,040 |
| Sunbird ('80) | ..... | 2,933 | ..... | ..... | 39,238 | ..... |
| Firebird | 1,034 | 2,490 | 1,037 | 4,135 | 26,696 | 12,576 |
| Phoenix | 2,021 | 2,677 | 2,152 | 9,036 | 34,070 | 27,828 |
| Grand Prix | 2,400 | 2,075 | 2,342 | 9,479 | 19,178 | 21,209 |
| LeMans | 1,560 | 1,635 | 1,565 | 6,096 | 15,329 | 12,704 |
| Pontiac | 200 | 2,720 | 203 | 798 | 24,915 | 3,416 |
| T-1000 | 2,492 | ..... | 2,414 | 5,486 | ..... | 5,486 |
| VOLKSWAGEN | 4,160 | 4,809 | 4,514 | 16,545 | 45,596 | 46,026 |
| CHECKER | 85* | 100 | 60* | 265* | 765 | 608* |
| Total Cars, U. S. | 146,351 | 150,963 | 145,046 | 567,477 | 1,768,632 | 1,510,796 |

## CANADIAN CAR PRODUCTION

| | Week Ended March 28, 1981 | Week Ended March 29, 1980 | Week Ended March 21, 1981 | March Output | Jan. 1, to March 29, 1980 | Jan. 1, to March 28, 1981 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 720 | ..... | 700 | 2,750 | ..... | 7,086 |
| CHRYSLER CORP. | ..... | 3,200 | 1,818 | 1,818 | 20,365 | 5,356 |
| FORD MOTOR | 6,288 | 7,380 | 5,865 | 20,654 | 58,052 | 31,027 |
| GENERAL MOTORS | 12,800 | 12,112 | 12,707 | 50,944 | 140,029 | 129,460 |
| VOLVO | 225 | 225 | 225 | 877 | 2,845 | 2,576 |
| Total Cars, Canada | 20,033 | 22,917 | 21,315 | 77,043 | 221,291 | 175,505 |
| N. American Cars | 166,384 | 173,880 | 166,361 | 644,520 | 1,989,923 | 1,686,301 |
| N. American Trucks | 42,463 | 47,808 | 52,277 | 197,238 | 631,229 | 561,690 |
| North American Cars and Trucks | 218,847 | 221,688 | 218,638 | 841,758 | 2,621,152 | 2,247,991 |

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.